

NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 10/25/91

PM

NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE		
			WEEK	4 WK	CUME
Marlboro Medium	82.89	1.7 *	0.87	1.36	1.99
Bristol	151.50	1.3 *	1.59	1.56	1.46
Bucks	18.22	0.5 *	0.19	0.27	0.49
Cambridge Lowest	11.25	0.2 *	0.12	0.10	0.21
Bristol Lowest (Reg 2)	1.15	0.1 *	0.06	0.04	0.13
Commander (Reg 1,3,4,5)	1.94	0.1 *	0.03	0.05	0.08

TEST MARKET

B&H De-Nic - Arizona	0.10		0.11	0.14	0.49
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Marlboro Ultra Lights

Indianapolis (B/W)	1.27		1.19	1.15	1.15
Portland (R/C)	0.94		0.76	0.64	0.66
Nashville (R/W)	0.59		0.79	0.85	1.20

Bucks

Arizona	0.12		0.10	0.18	0.61
Birmingham	0.35		0.37	0.39	0.60

Retail Audit
* New Nielsen
** Convenience Scanning

**** Scanning Supermarkets
*** ICC

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COMPETITIVE

NATIONAL/REGIONAL	RETAIL	SHARE	
		MONTHLY	SHIPMENT
Camel Ultra Lights	0.4 *		0.2
Misty	0.6 *		0.6
Sterling (SG)	0.3 *		0.7
Bull Durham	0.2 *		0.2
Capri 120's	0.2 *		0.2
Magna (SG)	0.6 *		0.7
Camel 99	0.4 *		0.2
Winston Ultra Box	0.2 *		0.1

TEST MARKET

Horizon

Atlanta	0.5 #	0.1
St. Louis	0.5 #	0.1
Dallas	0.7 #	0.1

Dakota

Houston (85's & 100's)	0.3 **	LT 0.1
Nashville (85's & 100's)	0.2 #	0.1
Arizona (Slide Box 85's)		0.1

Style

Hartford (FM)	LT 0.1 ***	---
New Orleans (PV)	0.4 #	0.1

Newport Half Pack

Mississippi/Louisiana	0.5 *	0.4
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Belair (SG)

Maine	0.8 #	0.3
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Newport Lts

Michigan		1.0
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